

STRAND GOES TO HOLLYWOOD



Photograph courtesy of CBS

CBS Studio Center, Hollywood

The USA headquarters of Strand Lighting, situated just outside Los Angeles, has been well placed for serving the film community in Hollywood over the years. A close relationship has developed between the studios, the Strand facility at Rancho Dominguez, Strand Lighting's Hollywood representative Harry Forman, and the Quartzcolor product line. During the last decade the development of a thriving television production industry in Hollywood has forged the link still stronger.

At NBC's Burbank Studios, Jim Riendeau, Operations Manager, is the man responsible for the technical operations side of the production process. These studios are the home of the much publicised, and highly rated (if sometimes controversial) *The Tonight Show* with Jay Leno. The newly installed CD90 dimmers in studio 1, and the latest Lightpalette® 90 control, with operator Gary Hoffman in charge, are put through their paces every weekday evening.

It is an exhausting schedule for presenter, production team, crew, and equipment alike, all in front of a live audience. It's an environment in which Strand

thrives, as it is the lighting manufacturer's equivalent of an Indy car race. To be in such close contact with the business we serve helps Strand to maintain its products to the peak of performance.

Strand dimmers are used throughout the NBC facility, with 11 racks of CD80 for studio 3 complementing the 10 racks of CD90 for studio 1. A recently purchased Quartzcolor HMI package is employed on exterior sets for the studio's soap opera productions, and was used for the recently televised 90th Birthday Special in honor of legendary comedian Bob Hope.

Another world-famous company, and equally respected Hollywood customer of Strand's, is the CBS Studio Center. The studio was originally established in 1928 as the Mack Sennett Studios. Later acquired by Republic Pictures Corporation, the facility was purchased by CBS in 1967.

From the modest 1928 beginning of two stages, the CBS Studio Center has grown to its present size of 17 stages over a 40 acre site with all the facilities a modern major studio demands. There are exterior permanent sets, re-recording studios, a music scoring stage, wardrobe facility

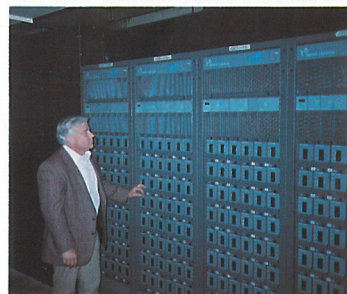
and all the other functions that make CBS one of Hollywood's busiest studios.

Each of three locations has forty-eight 12kW dimmers, and having the racks on wheels increases the flexibility of the operation, allowing racks to be moved to other locations as required.

The CBS Studio Center has been the home for such shows as *Seinfeld*, *Love and War*, the new *WKRP in Cincinnati* and *The Jackie Thomas Show*.

As Hollywood expands to satisfy the ever increasing demand for product, Strand Lighting is ready to meet the inevitable

demand for quality equipment that incorporates the most advanced technology.



This view of NBC's dimmer room shows racks of CD90 dimmers for Studio 3



At NBC's Burbank Studios, Jim Riendeau, Operations Manager for Production and Technical Operation overlooks the Strand Lightpalette 90 being operated by Gary Hoffman.